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Wednesday, 21 January 2009

APPROPRIATIONS REQUEST FORM

Congressman Earl Blumenauer
2267 Rayburn House Office Building
Washington, DC 20515
OREGON HOUSE DELEGATION

FISCAL YEAR 2010

DEADLINE FOR SUBMISSION: FEBRUARY 13, 2009

PLEASE NOTE: As required by the House Appropriations Committee, all requests will be made public on the requesting Member's website.

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1. Project Title: **Portland Fashion Week**

2. Organization Name and address: PFW Productions, LLC
910 NW Naito Parkway # I - 1
Portland, OR 97209

3. Primary Contact name, phone number, mobile phone number, fax number and email:

Christopher Cone, Principal

Ph: 503.830.4107

Fx: 503.924.3576

Email: chris@portlandfashionweek.net

Alternate contact:

Tito Chowdhury

Ph: 503.756.1412

Fx: 503.924.3576

Email: tito@portlandfashionweek.net

4. Project Location Address (if different from Organization):

Portland. Exact location varies from year to year depending on availability of venues. Previous venues include:

Spring 2006: Portland City Hall

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Fall 2006: US Bancorp Tower, 43rd Floor

111 SW 5th Ave

Portland, OR 97204

Fall 2007: Vigor Industrial Shipyard

5555 N. Channel Ave

Portland, OR 97217

Spring 2008: Portland Expo Center

Fall 2008: 14 Square

NW 14th & Overton

Portland, OR

5. Please describe the requesting organization's main activities, and whether it is a public, private non-profit, or private for-profit entity:

PFW Productions, LLC is a private, for-profit entity, an LLC registered in the State of Oregon.

PFW Productions,

LLC is an events production company whose flagship event is Portland Fashion Week.

6. Briefly describe the activity or project for which funding is requested (please keep to 500 words or less.)

PFW Productions, LLC is responsible in all aspects for producing Portland Fashion Week, a bi-annual week-long

series of runway fashion shows and ancillary events which launch the next-season's collections of local, regional, and

international apparel & accessories designers and companies to the media, wholesale & retail buyers, and the general

public. Portland Fashion Week is the longest-running fashion week of any city on the US West Coast outside of Los

Angeles. It carries an over-arching focus on green & sustainable as well as independent design, and on green events

production itself, making it unique among the world's fashion weeks. It has garnered press and buyers from not only

the Portland area, but from New York, Los Angeles, Chicago, San Francisco, the U.K., Italy, Sweden, et. al, making it a

unique source of exposure and sales for a whole range of Oregon businesses and trades.

7. Has this project received federal appropriations funding in past fiscal years?

No

7a. If yes, please provide fiscal year, Department, Account, and funding amount of any previous funding.

N/A

8. Federal agency and account from which funds are requested (Please be specific –e.g.

Department of Housing and

Urban Development, Economic Development Initiatives account):

Department of Commerce, Economic Development Administration

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9. What is the purpose of the project? Why is it a valuable use of taxpayer funds? How will the project support efforts to improve the economy and create jobs in Oregon?

Detailed in attached Powerpoint file

“PFW_2010_Presentation.ppt”

Highlights include:

Supports the growth of the fashion & apparel industry in Oregon, that includes

- Fashion Designers
- Apparel manufacturers
- Accessories manufactures
- Fabric businesses
- Models & Modeling Agencies
- Hair and makeup stylists
- Boutiques
- Venues showcasing fashion shows: Restaurants/lounges, events spaces
- Media

Raises the profile of the Portland as a city – only the most well known and stylish cities host Fashion Weeks.

- Portland can attract more Fall and Spring tourists
- More money in the local economy

10. Have you requested funding for this project from other Members of Congress?

If so, who?

YES: Congressman David Wu

11. Funding Details:

a. Total project cost (all funding sources and all years):

\$402,000

b. Amount being requested for this project in Fiscal Year 2010:

\$300,000

c. What other funding sources (local, regional, state) are contributing to this project or activity?

(Please provide specific

dollar amount or percentage.)

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A summary of funding support from Portland Fashion Week 2009

Office of the Mayor of Portland \$2,000

The Portland Development Commission \$6,000

The Port of Portland \$6,000

Art Institute of Portland \$5,000

Nike \$4,000

Terra Del Sol Spa \$800

d. Do you expect to request federal funding in future years for this project?

YES

e. Breakdown/budget of the amount you are requesting for this project in FY 2010.

(e.g. salary \$40,000; computer \$3,000):

See attached Excel Spreadsheet “PFW_BUDGET_2010.xls”

f. Please list public or private organizations that have supported/endorsed this project:

Includes monetary, in-kind services, and endorsements

Public: Office of the Mayor of Portland

The Portland Development Commission

The Port of Portland

Private: Portland Business Alliance

Travel Portland

Art Institute of Portland

Nike

Lufthansa

dthree Productions

Hybrid Moon

Comcast

FashionPeddler.com

Center of Excellence: Global Business Development

g. Is this project scalable? (i.e. if partial funding is awarded, will the organization be able to use the funds in FY 2010?):

YES

Please return this form no later than February 13, 2009 (via email) to:
appropriations.blumenauer@mail.house.gov